

NEWS RELEASE

23 Products Win the Internationally Prestigious “iF Design Award”

TOKYO, April 27, 2023 – FUJIFILM Corporation (President and CEO, Representative Director: Teiichi Goto) is pleased to announce that 23 of its products^{※1} have been awarded the “iF Design Award 2023”, sponsored by the iF International Forum Design based in Hannover, Germany. The products from a wide range of business fields including mirrorless digital cameras, cosmetics and medical devices were recognized not only for their beautiful appearance but also for their design that achieves advanced performance and excellent operability.

The iF Design Award is a prestigious international design award launched in 1953, and is considered one of the top three global design awards, alongside “Red Dot Design Award” in Germany and “International Design Excellence Awards (IDEA)” in the United States. This year, there were about 11,000 entries from 56 countries and regions around the world.

In developing all of its products and services, Fujifilm not only pursues functionality and performance, but also engages in design development that leverages superior functionality and performance. The company will continue to work on creating designs that not only have beautiful appearance but also reflect commitment to offering portability and operability for ease of use and comfort, thereby creating new product values.

※1 Including technologies.

* This news release is issued by FUJIFILM Corporation in Japan. Fujifilm makes no representation that products on this news release are commercially available in all countries and regions including the US and EU. Approved uses of healthcare products vary by country and region.



“iF Design Award 2023” logo

“iF Design Award 2023” winners (23 products)

① **Mobile X-ray fluoroscopy system**
“FUJIFILM DR CALNEO CROSS”
※“FDR CROSS” in Europe



② **X-ray diagnostic system**
「FDR Smart X Compact Series」



③ **Cassette-size digital radiography**
“FUJIFILM DR CALNEO Flow”
※“FDR D-EVOⅢ” in Europe



④ **Digital radiography**
“FUJIFILM DR CALNEO Flow G80”
※“FDR D-EVOⅢ G80i” in Europe



⑤ **Grasping forceps “TRACMOTION”**



⑥ **Reagent labels design relaunch**



⑦ Skincare series 「cresc. by ASTALIFT」



⑧ Highly Functional beauty essence series 「ASTALIFT THE SERUM」



⑨ Mirrorless digital camera
“FUJIFILM X-H2S / FUJIFILM X-H2”



⑩ Mirrorless digital camera
“FUJIFILM X-T5”



⑪ Vertical battery grip “VG-XH” *2
File transmitter “FT-XH” *2



⑫ Cooling fan
“FAN-001” *2



⑬ Interchangeable lens for the X Series of
mirrorless digital cameras
“FUJINON XF150-600mmF5.6-8 R LM OIS WR”



⑭ Interchangeable lens for the X Series of
mirrorless digital cameras
“FUJINON XF18-120mmF4 LM PZ WR”



⑮ Interchangeable lens for the X Series of mirrorless digital cameras
“FUJINON XF30mmF2.8 R LM WR Macro”



⑯ Interchangeable lens for the GFX Series of mirrorless digital cameras
“FUJINON GF20-35mmF4 R WR”



⑰ “Remote Rec Function” *3



⑱ Image-stabilized binoculars
“FUJINON BINOCULAR TECHNOSTABI TS-X 1440” Navy, Yellow



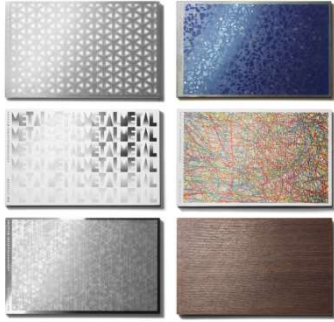
⑲ Ultra-short throw projector
“FUJIFILM PROJECTOR Z6000”



⑳ Structural color inkjet technology



②①Metallic inkjet technology



②②Flatbed inkjet printer “Acuity Prime L”



②③Water-based inkjet press for flexible packaging
“Jet Press FP790”



*2 Exclusive for mirrorless digital camera "FUJIFILM X-H2S / FUJIFILM X-H2".

*3 This function becomes available on the mirrorless digital camera “FUJIFILM X-H2S / FUJIFILM X-H2” when it is combined with the file transmitter “FT-XH”.

About Fujifilm

FUJIFILM Corporation, Tokyo, is an operating company of FUJIFILM Holdings Corporation along with FUJIFILM Business Innovation Corp. FUJIFILM Holdings leverages its depth of knowledge and proprietary core technologies to deliver Value from Innovation in our products and services in the business segments of healthcare, materials, business innovation, and imaging. Our relentless pursuit of innovation is focused on providing social value and enhancing the lives of people worldwide. Fujifilm is committed to responsible environmental stewardship and good corporate citizenship. For more information about Fujifilm’s Sustainable Value Plan 2030, [click here](#). For the year ended March 31, 2022, the company had global revenues of approximately 2.5 trillion yen (21 billion \$USD at an exchange rate of 122 yen/dollar). For more information, please visit: www.fujifilmholdings.com.

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